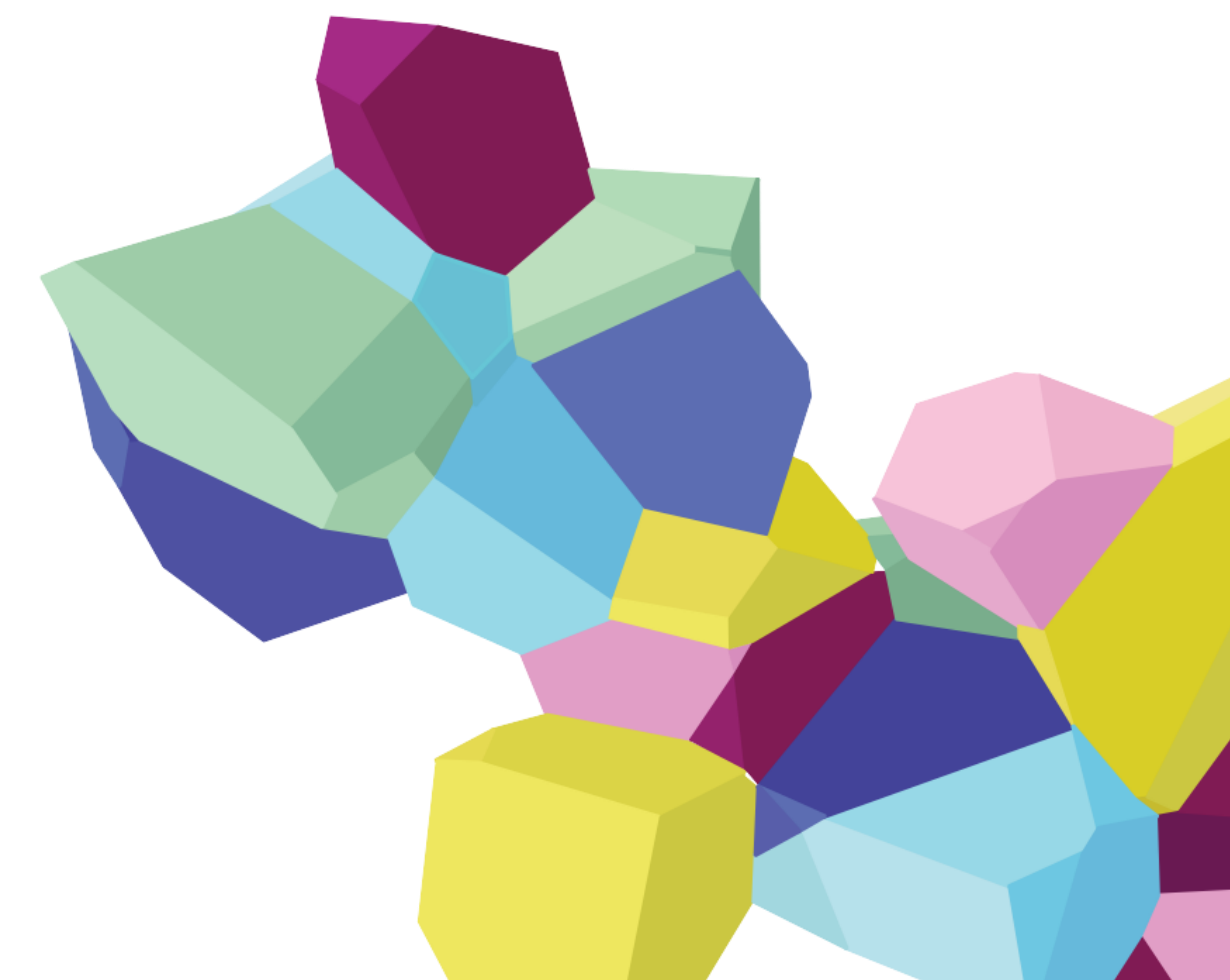




estimote



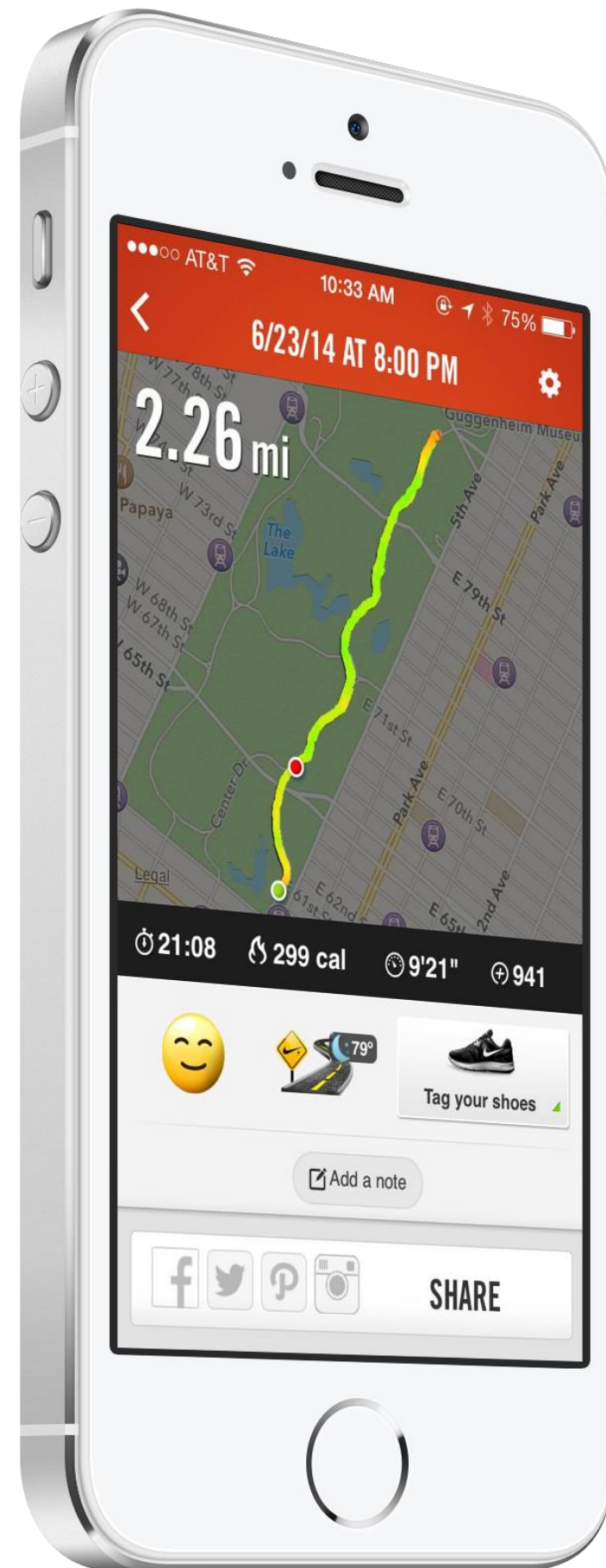
Marta Kosmala
Key Account Manager
Estimote, Inc.
marta.kosmala@estimote.com

Overview of the technology

Smartphones are amazing, but...



They lack the context on your immediate surroundings

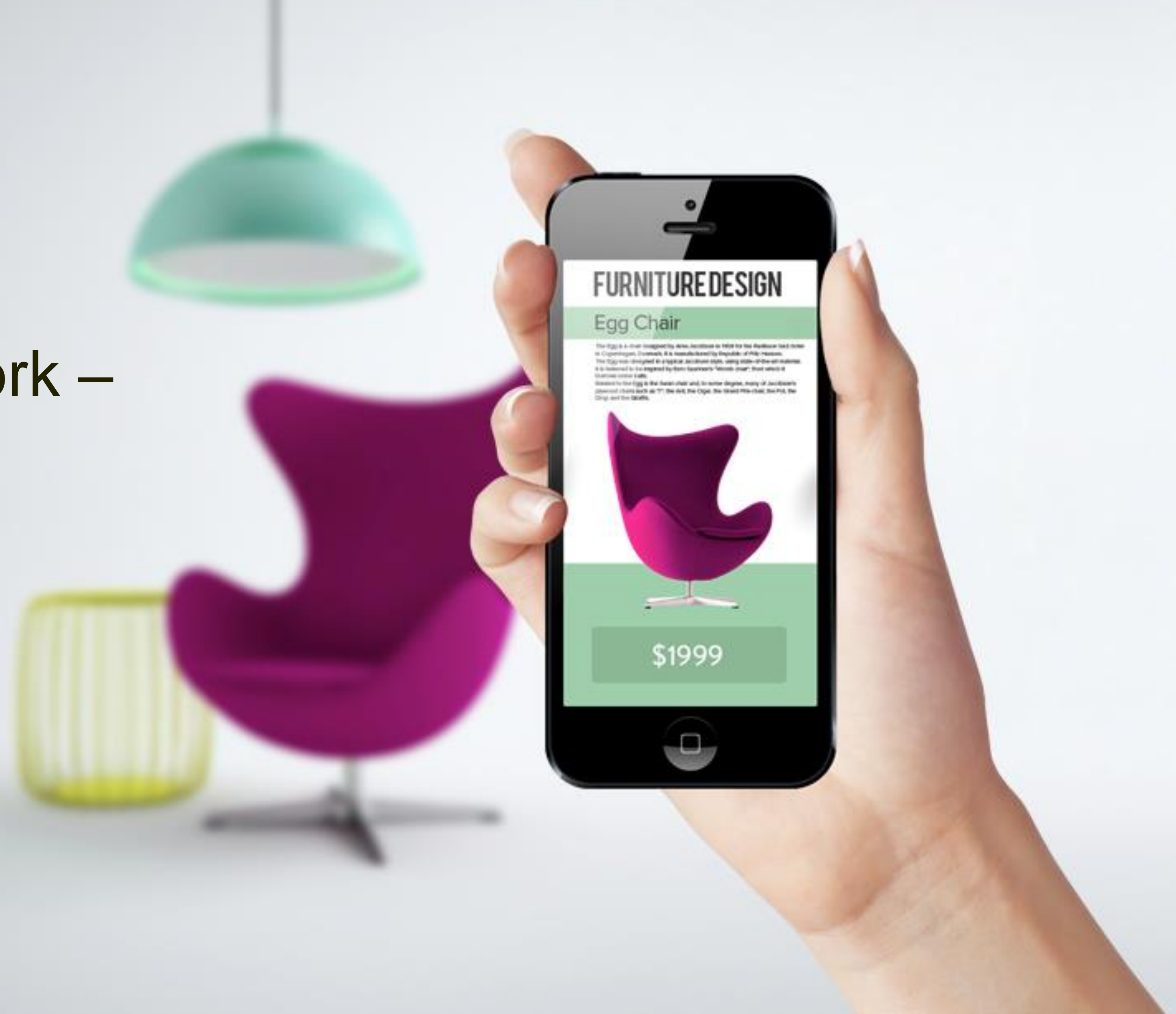


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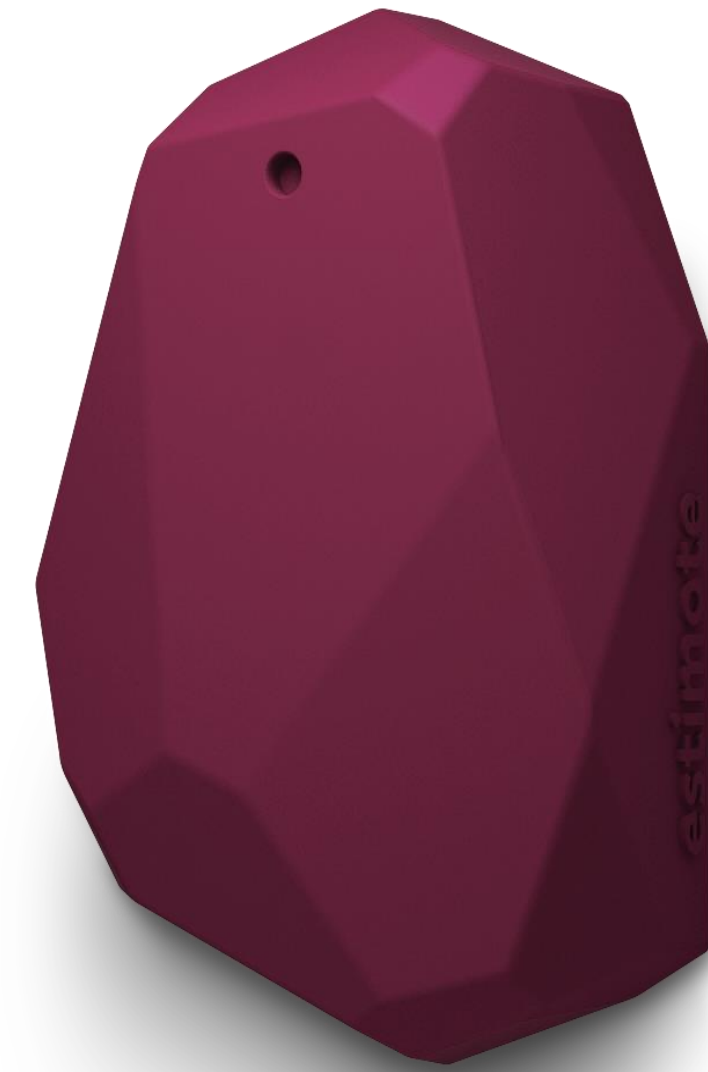
Jernbanetorget 1



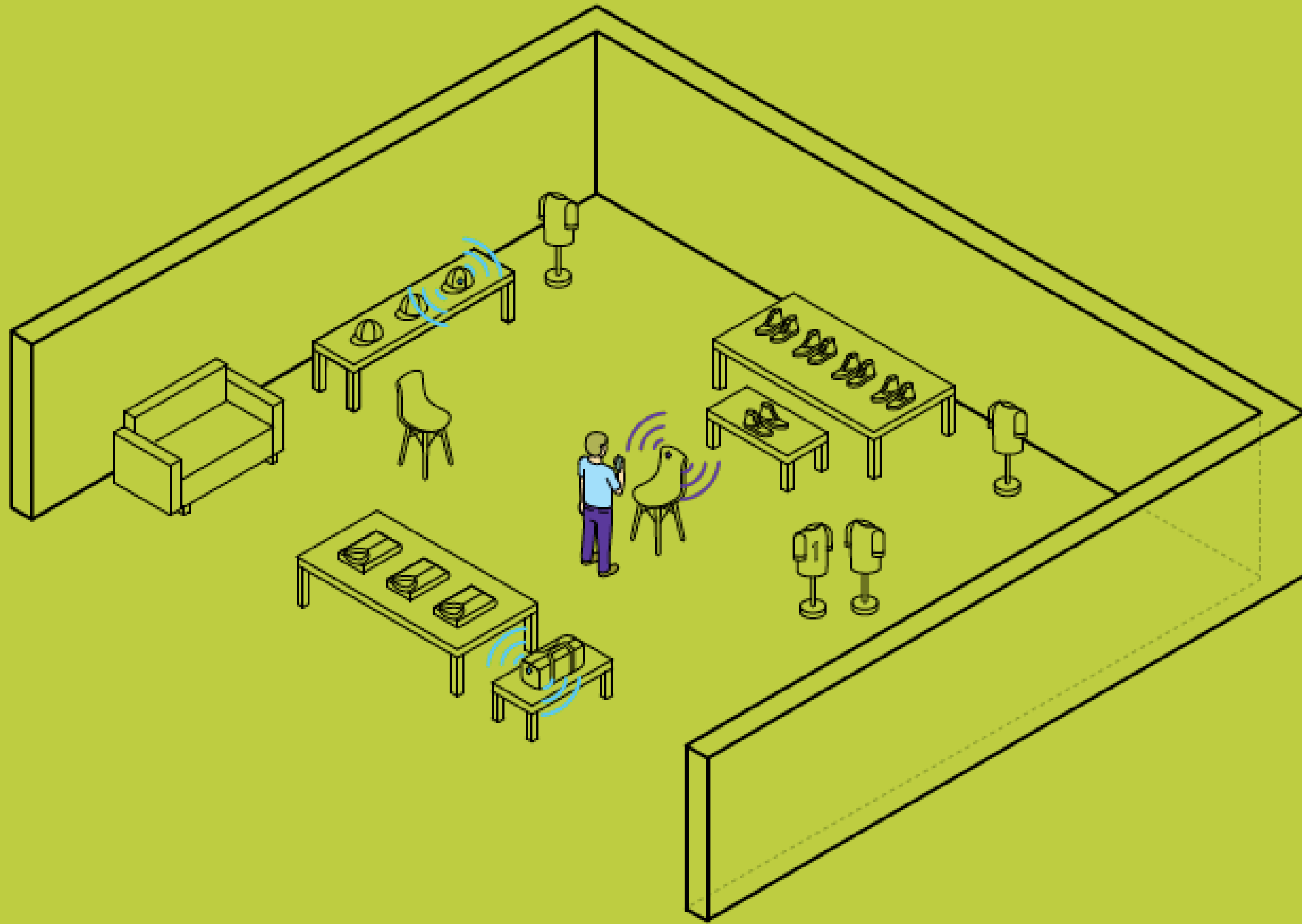
It should just work –
“automagically”



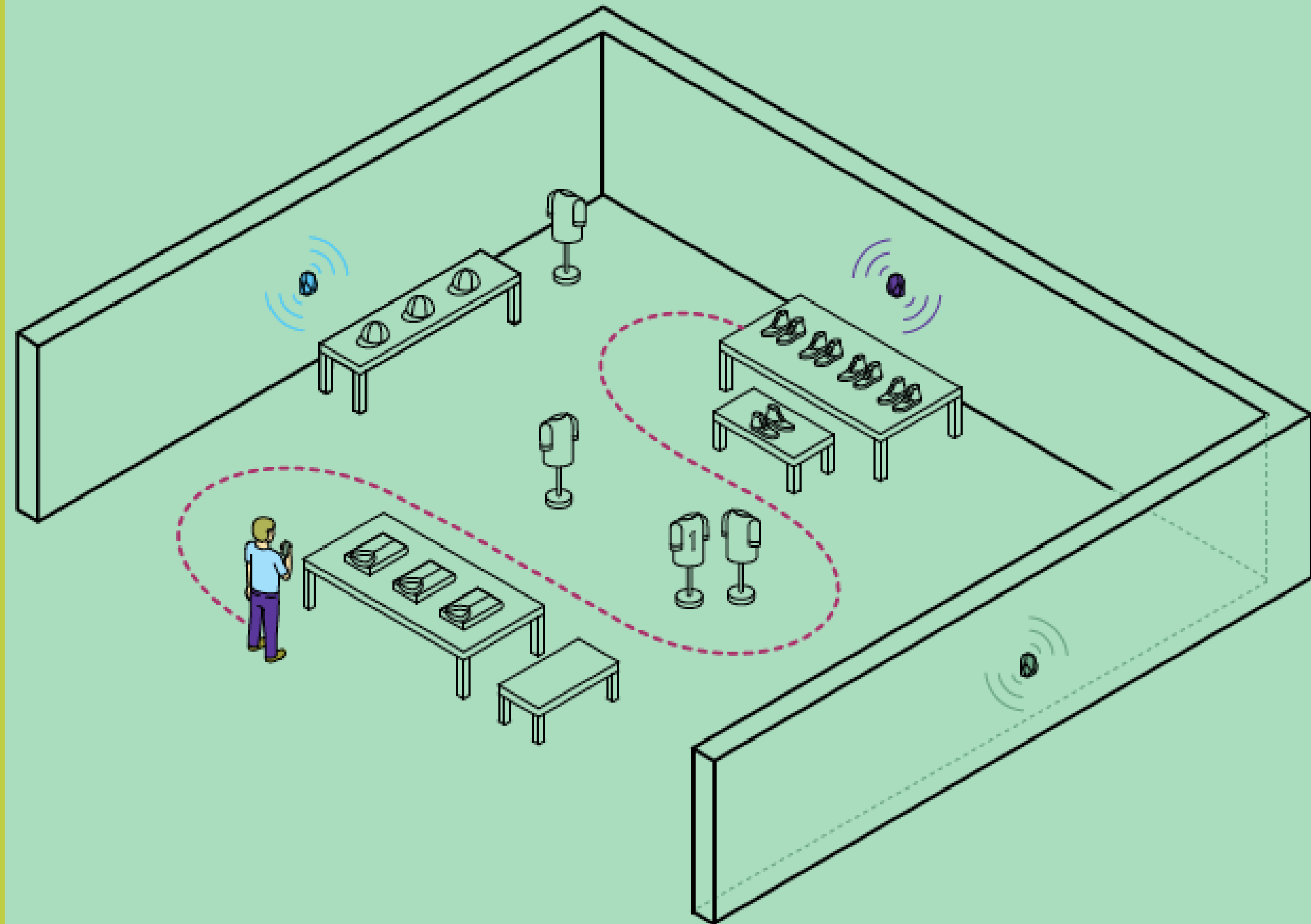
Solution = Estimote Bluetooth Beacons



Beacons provide context to smartphones in the physical world

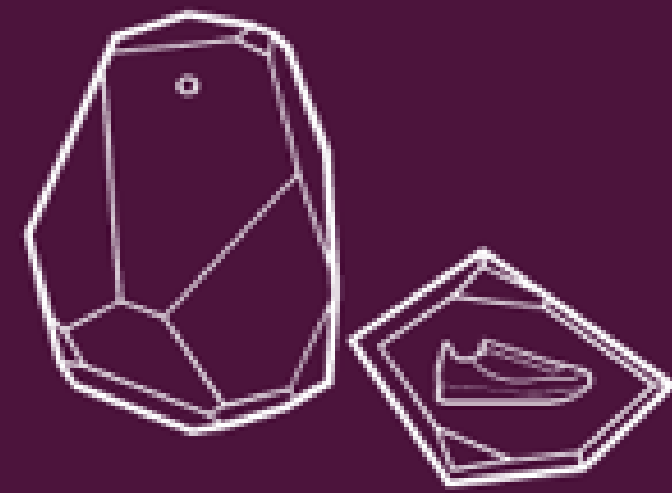


Data and context



Indoor positioning

How does it work?



Beacons transmit ID



ID is interpreted by an app



Relevant content is delivered

Use cases

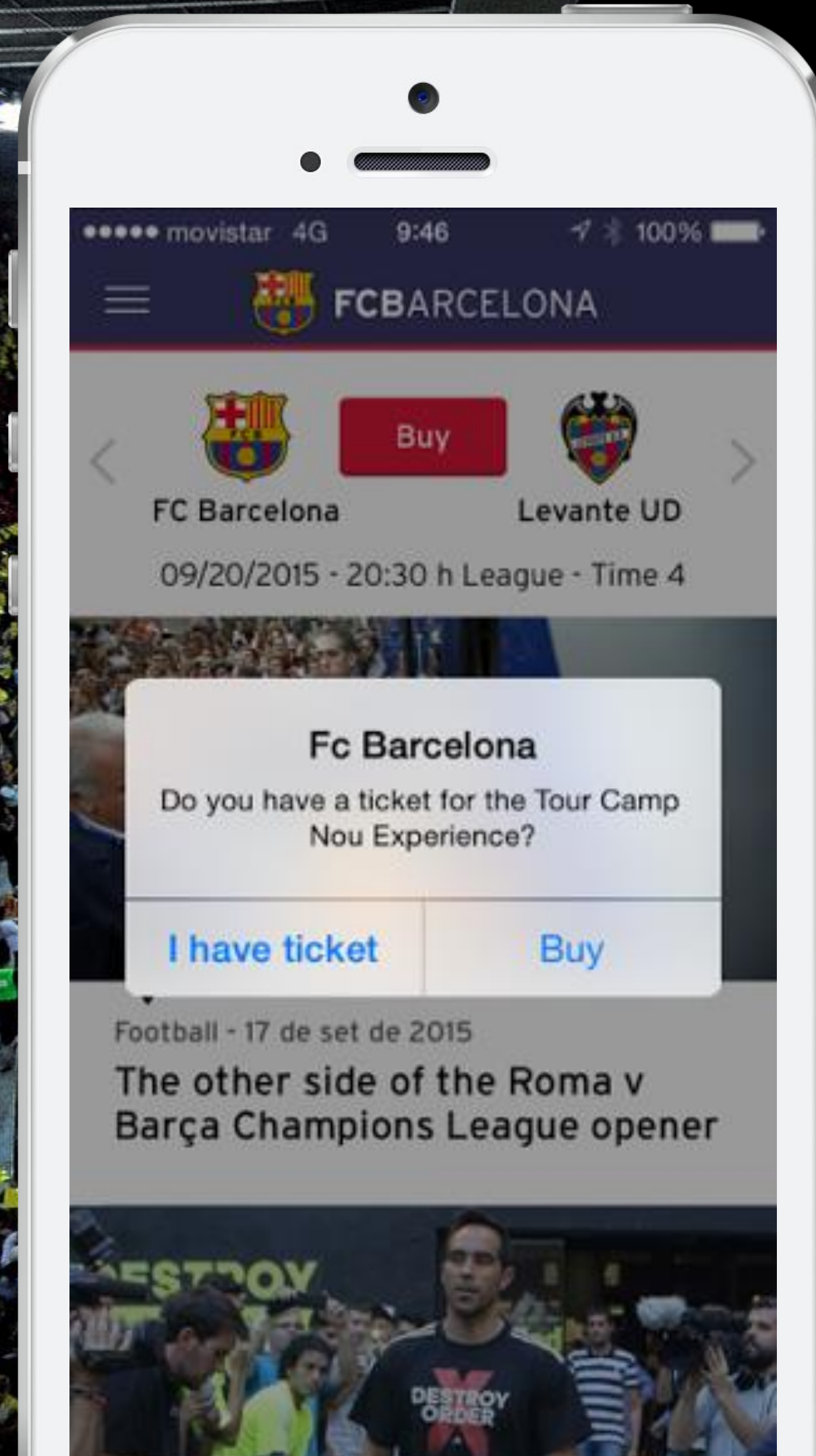
Qatar Airways

Way finding and navigation



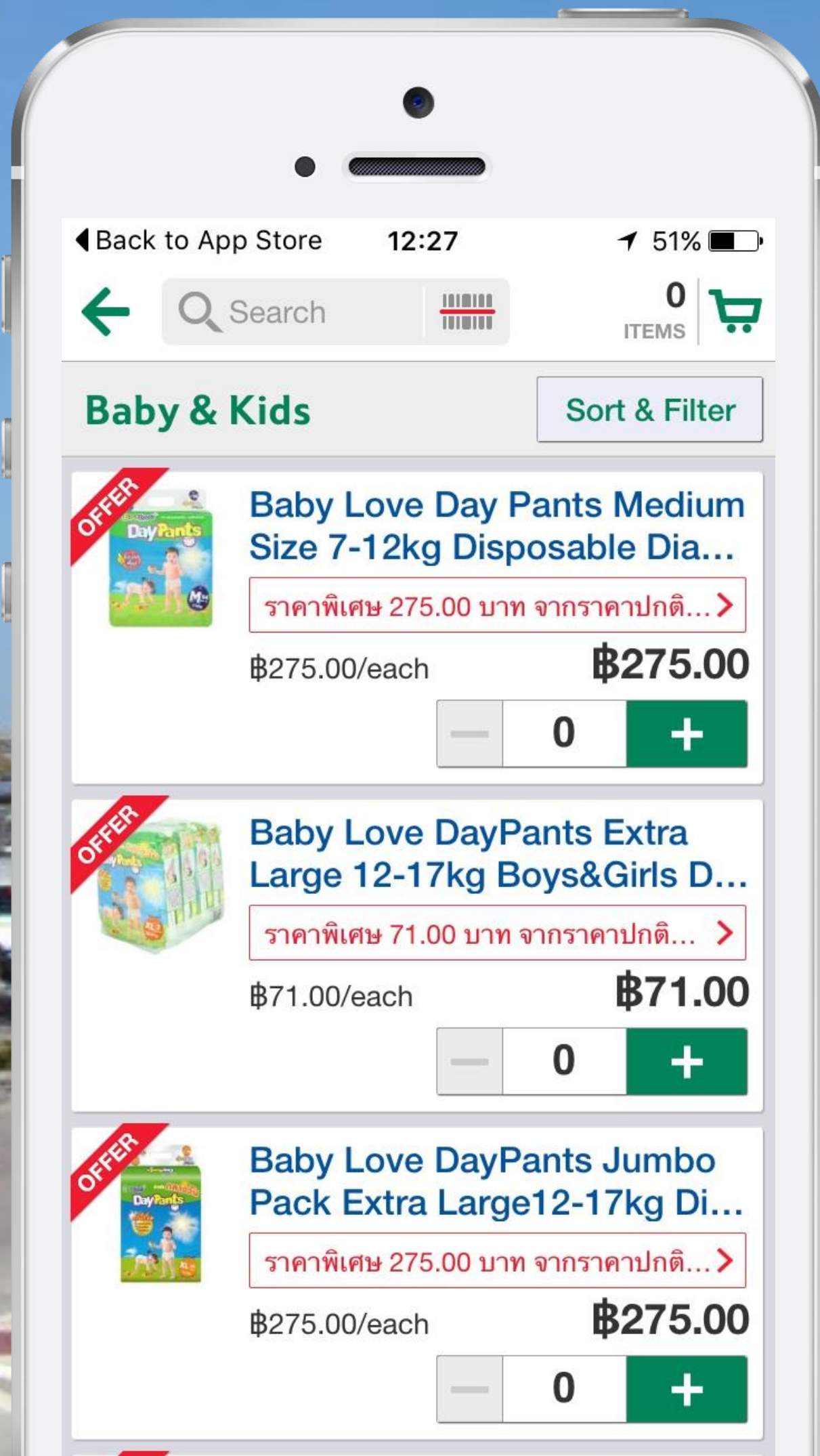
FC Barcelona

Check-ins, welcome messages, rewards at Camp Nou



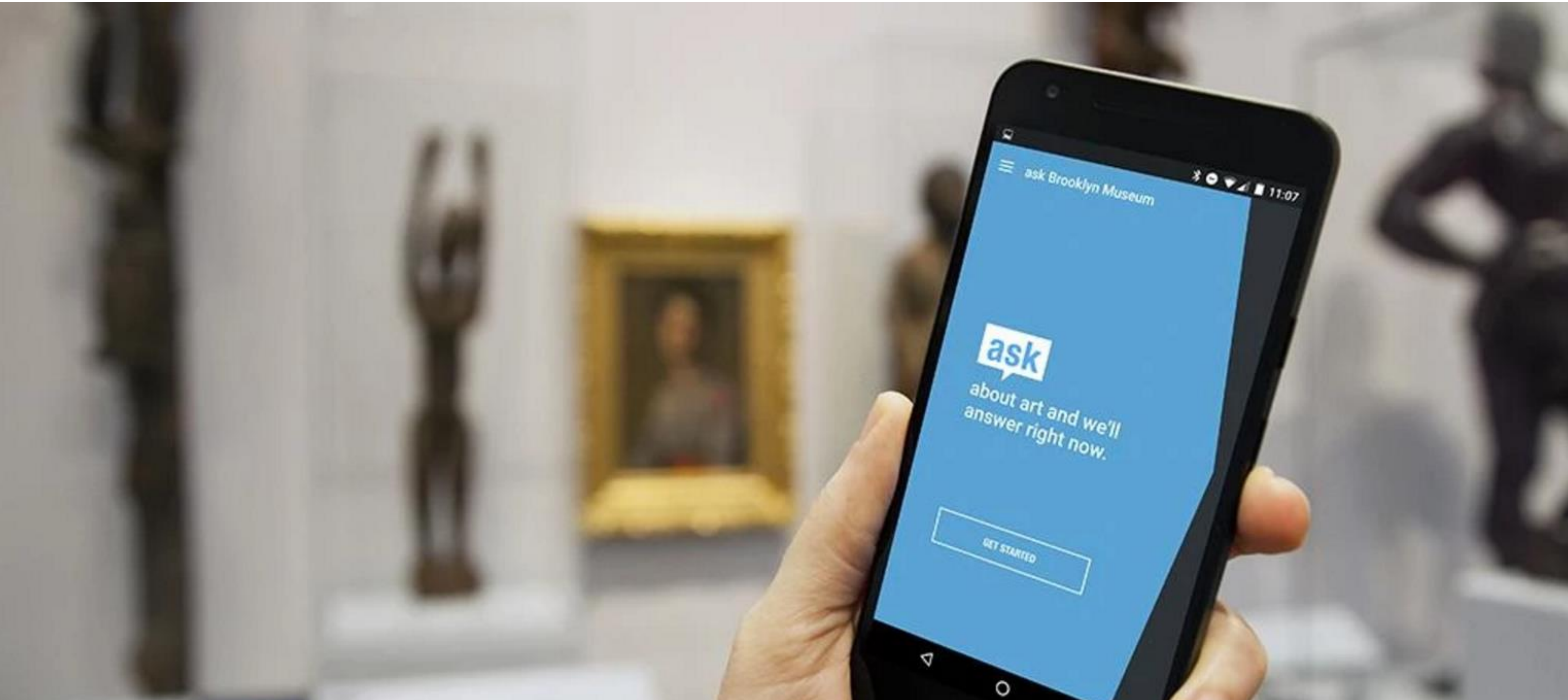
Tesco Lotus

Gamification and content delivery, more than 10,000 beacons deployed



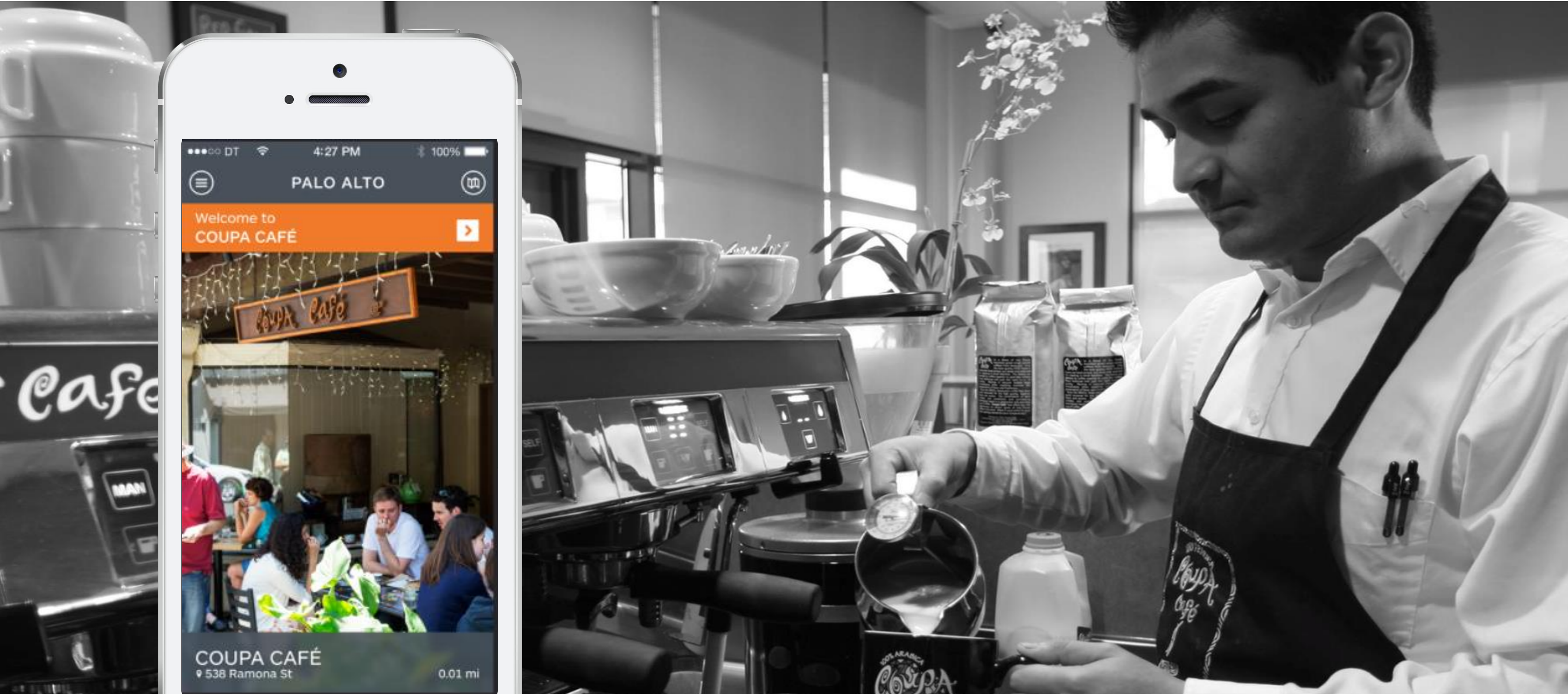
Brooklyn Museum

Communication with staff based on user's location

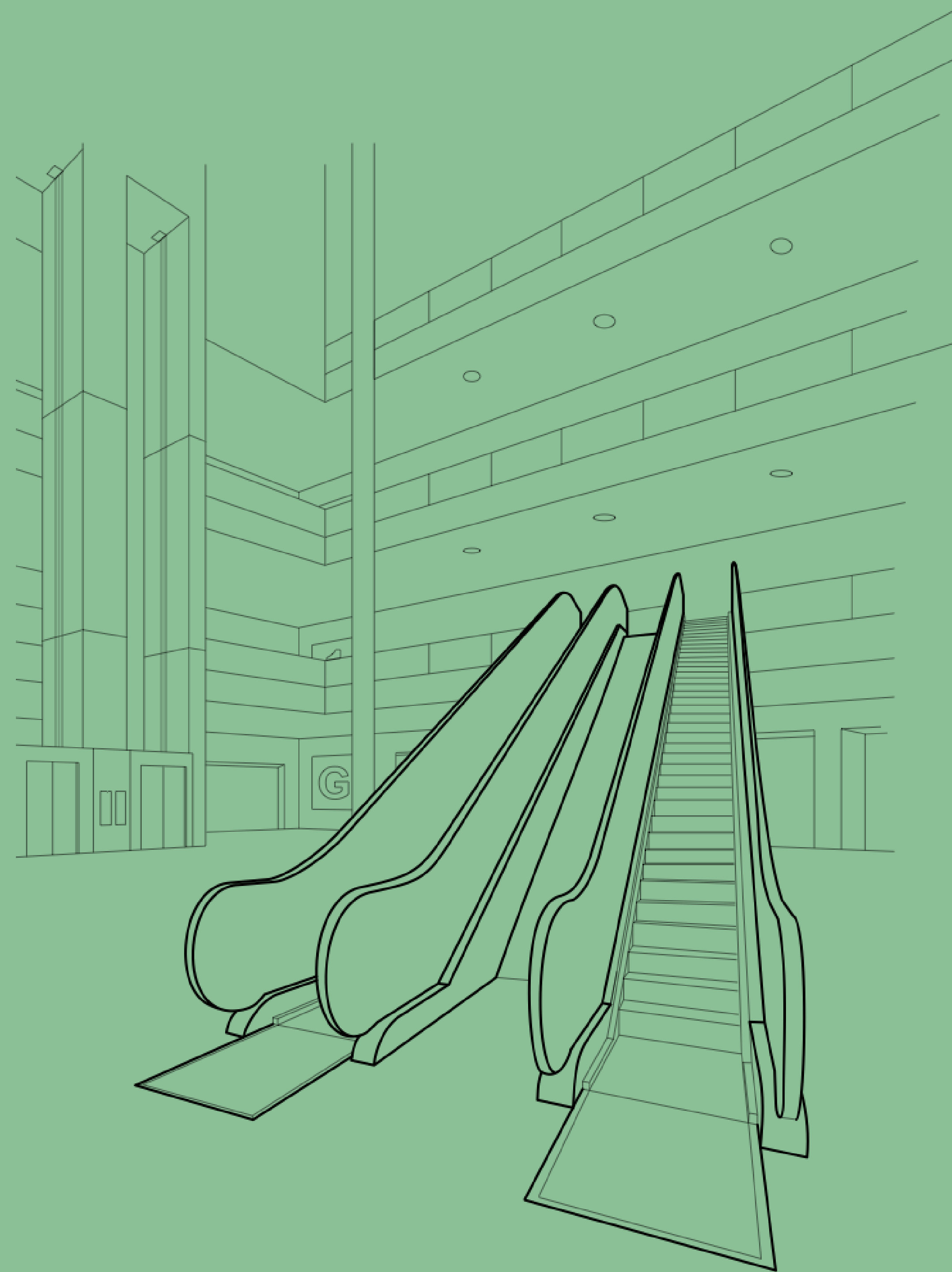


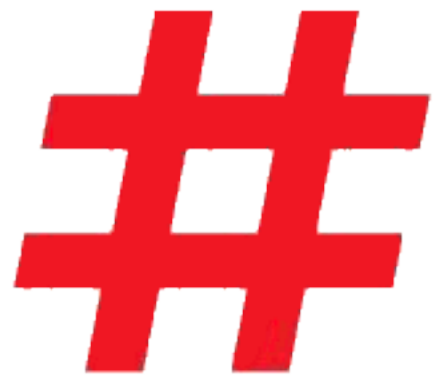
Downtown app

Frictionless ordering and payment

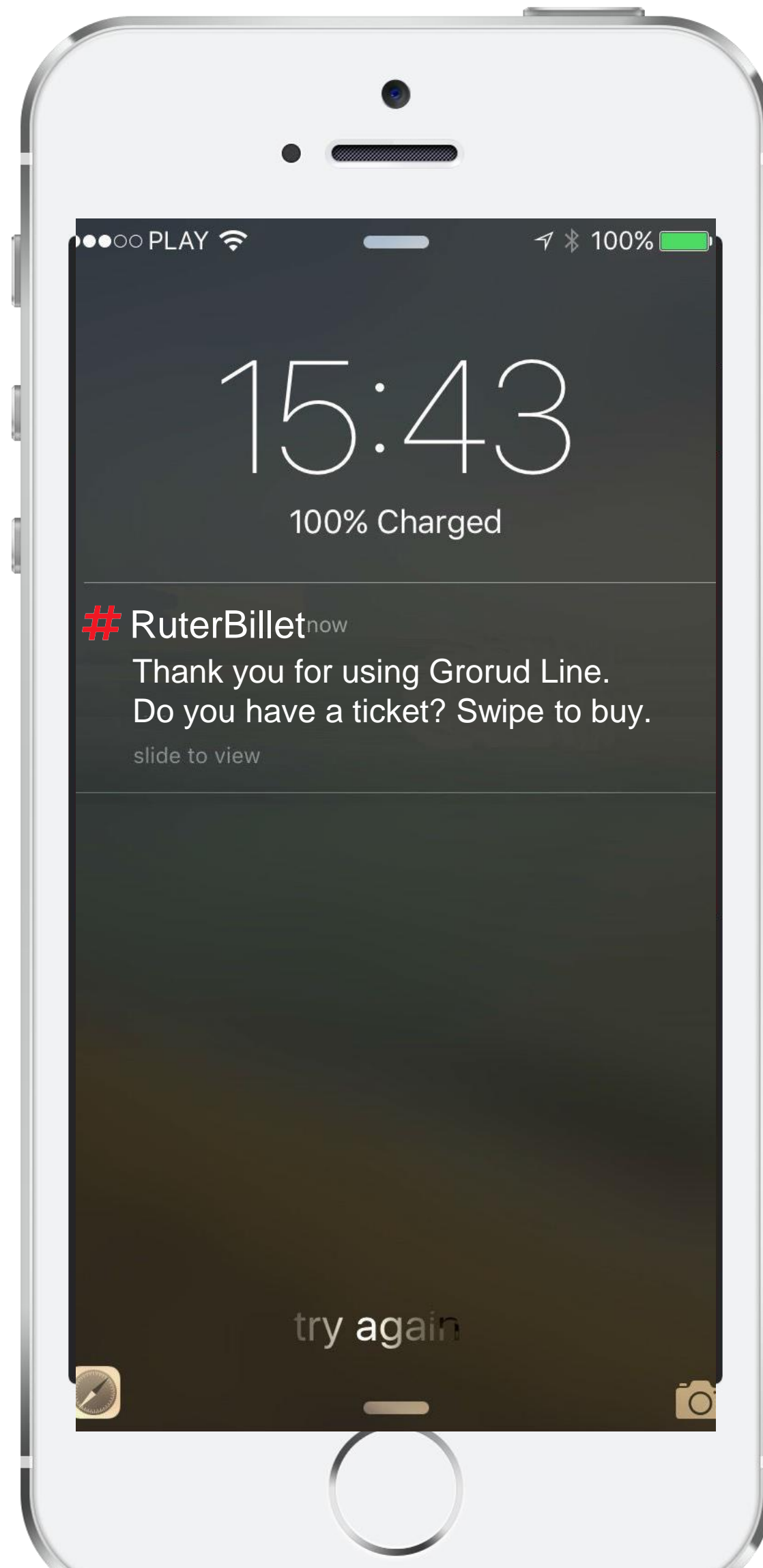


Estimate for Ruter

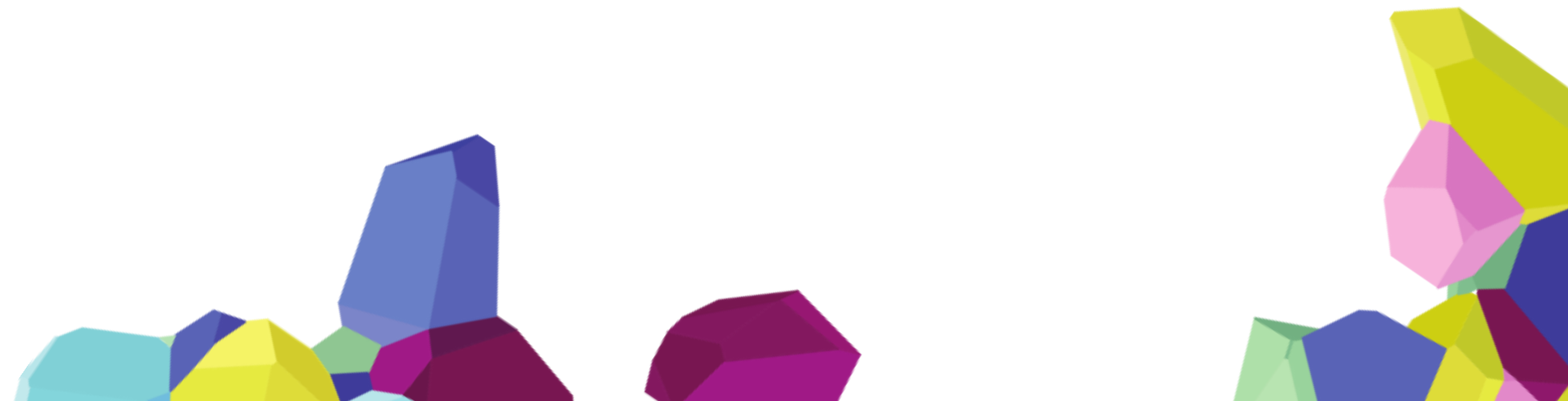


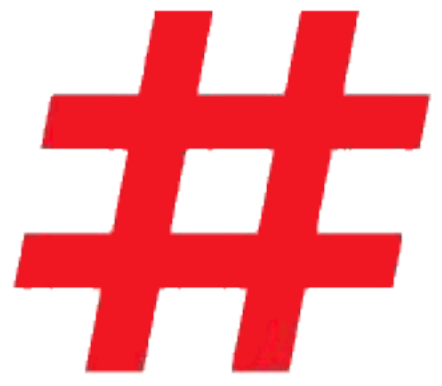


Solutions for seamless transportation

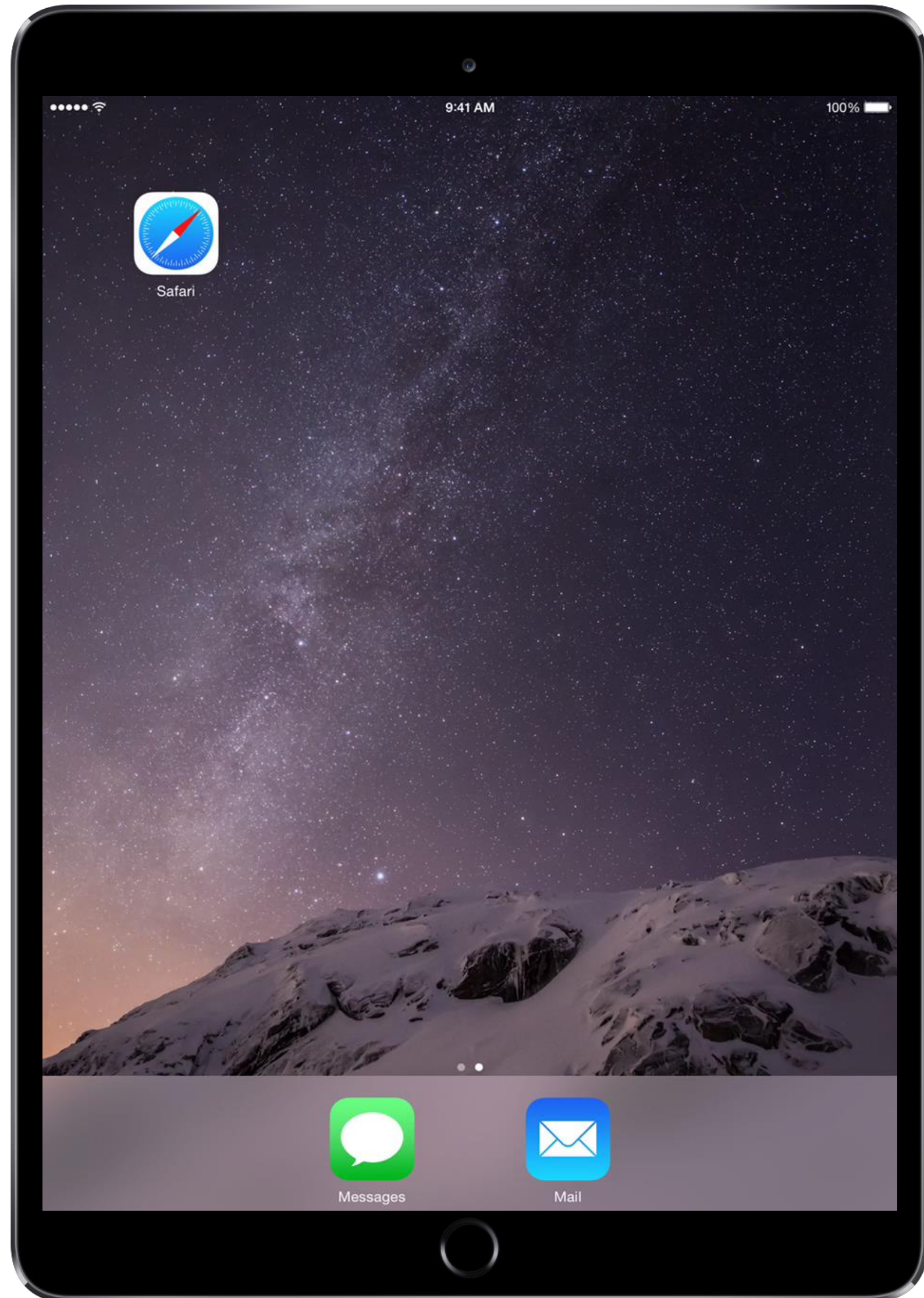


- Information on line and tickets at the time of boarding
- In-app notifications advising of real-time travel updates
- Traffic analysis for smoother journey
- Indoor positioning on trains and stations helping users to navigate and find the right exit
- Beacon infrastructure sharing





Scalable beacon management tools



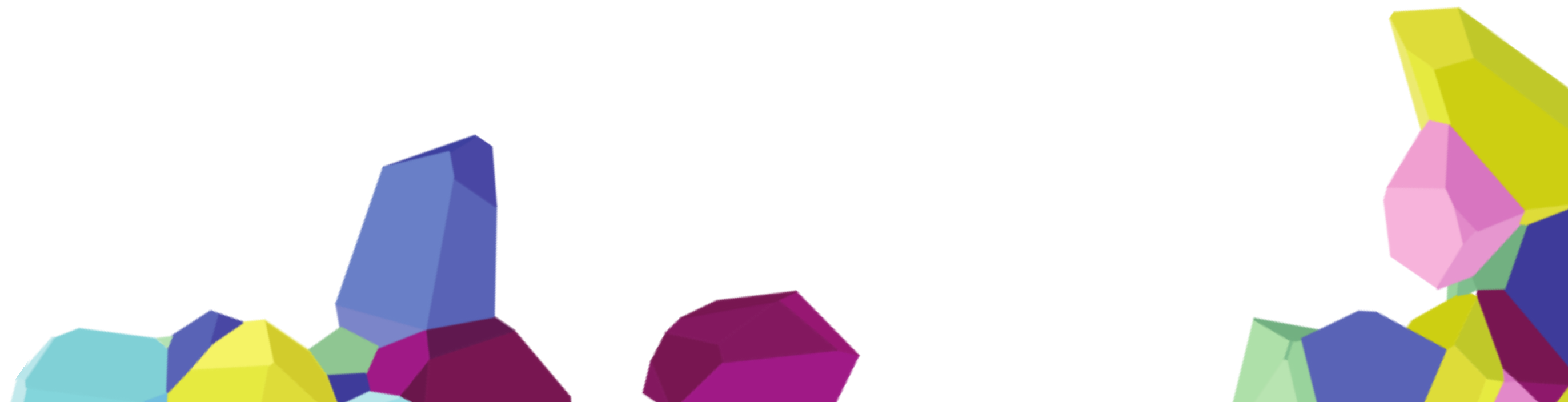
- Easy to use batch edits

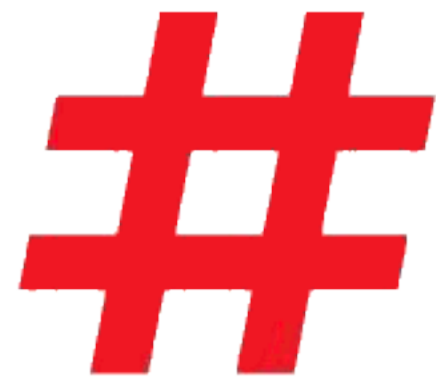
Over-the-air updates

Quick filtering by name, tag or location

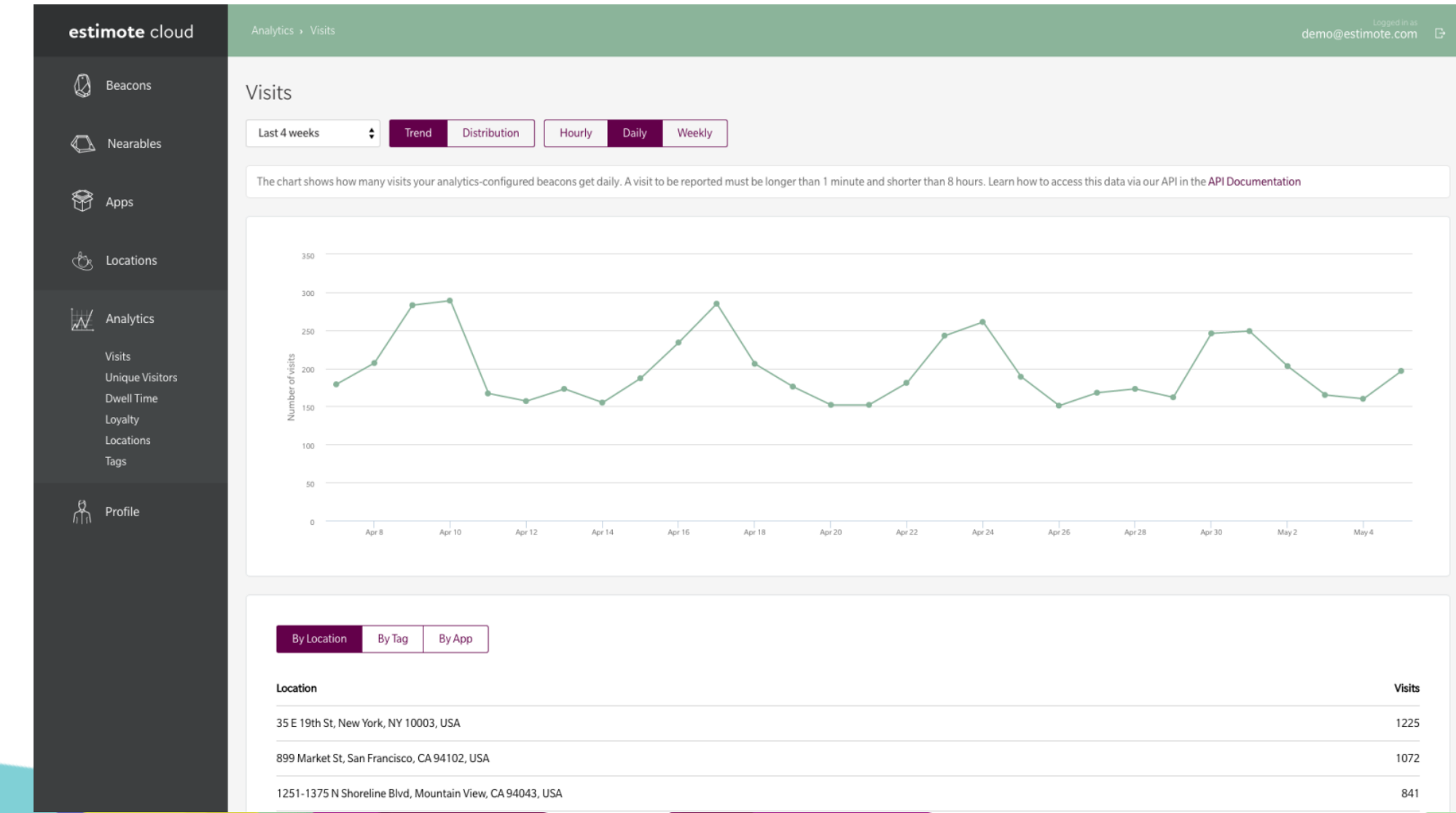
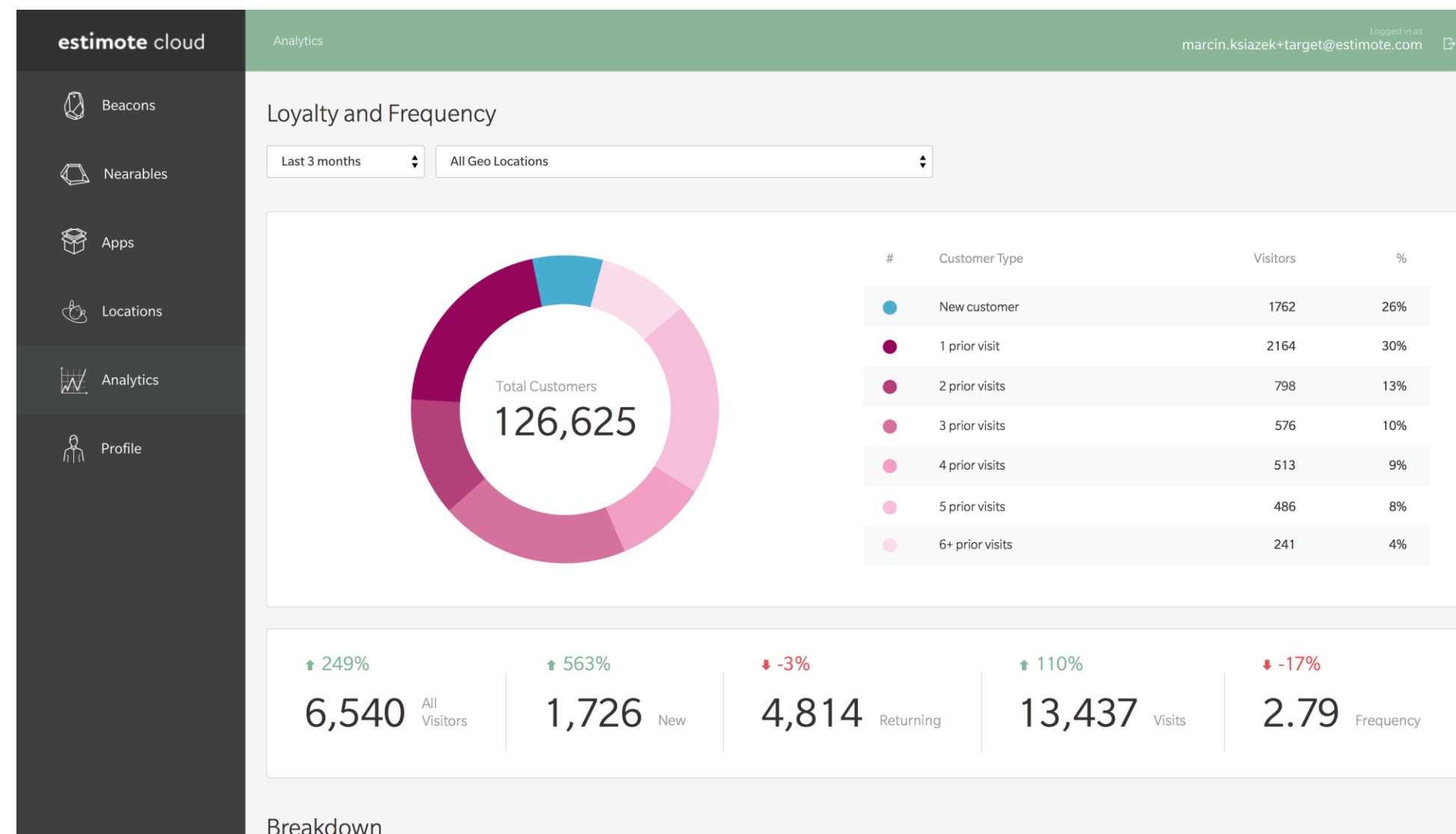
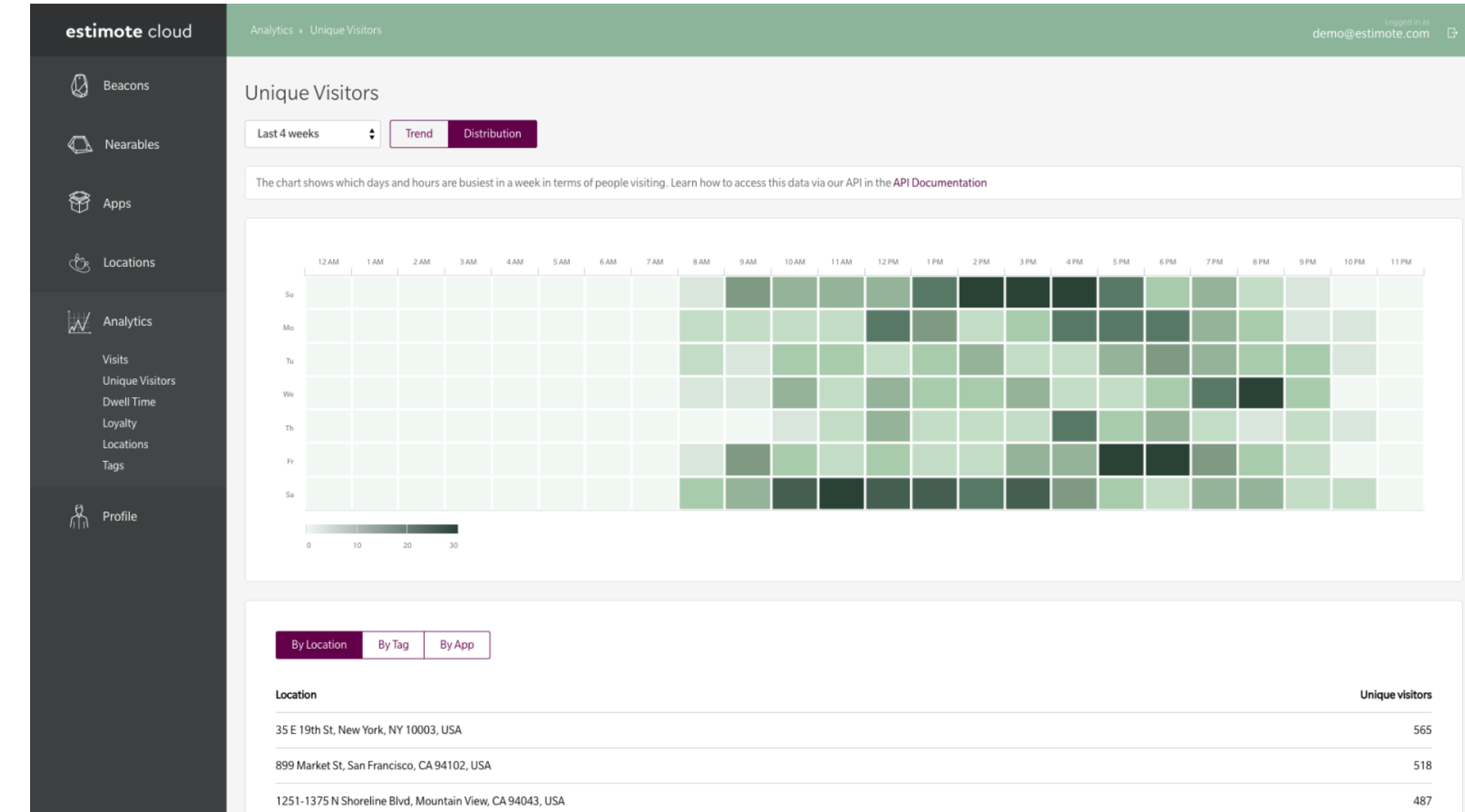
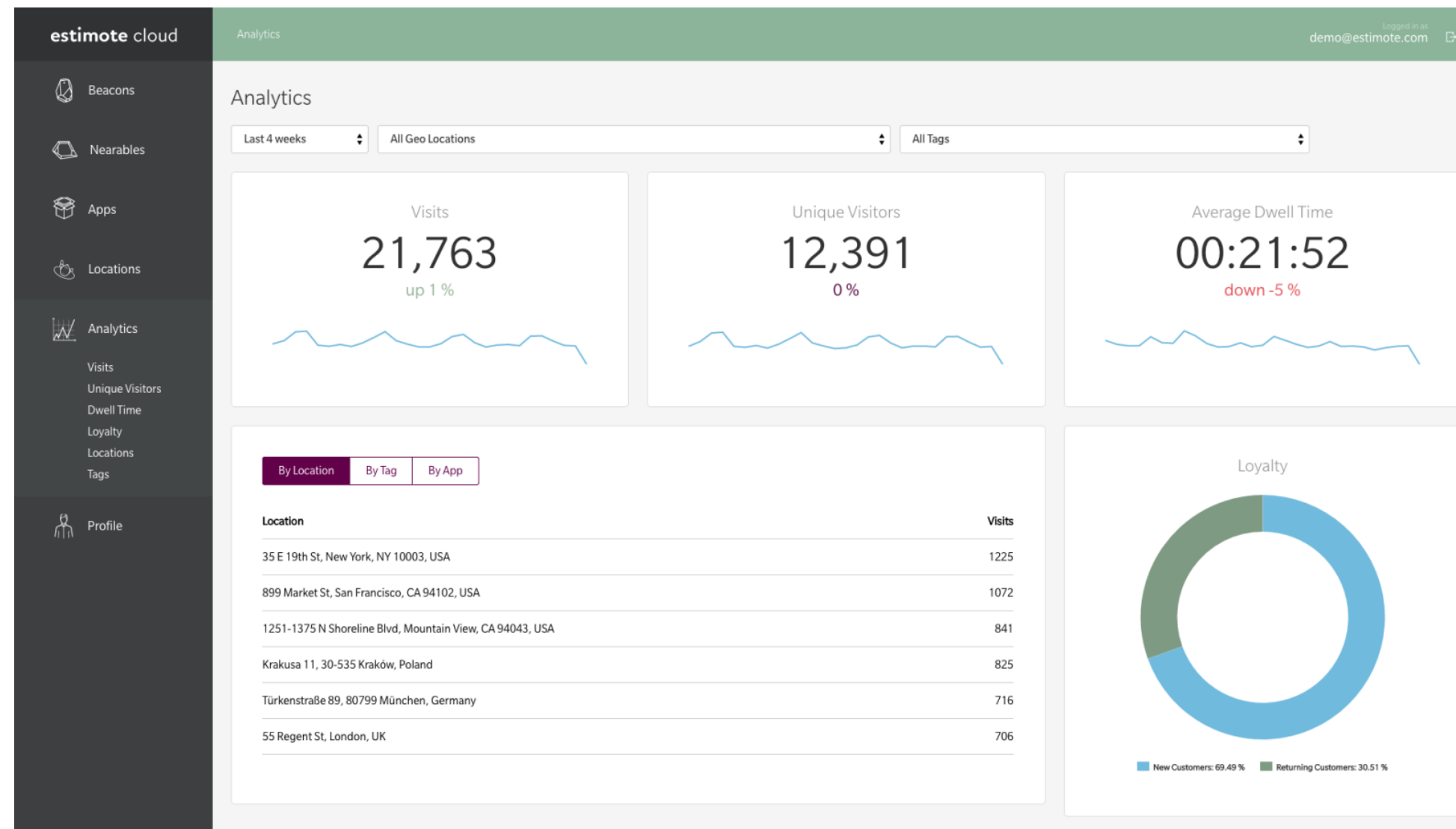
Traffic analytics

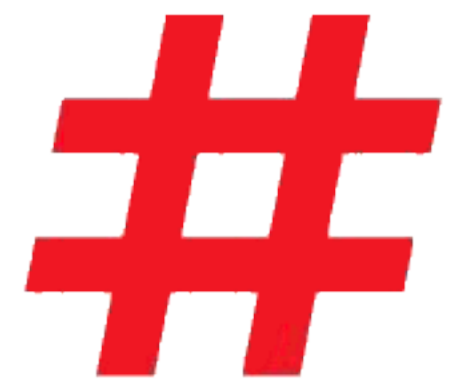
All-in-one dashboard



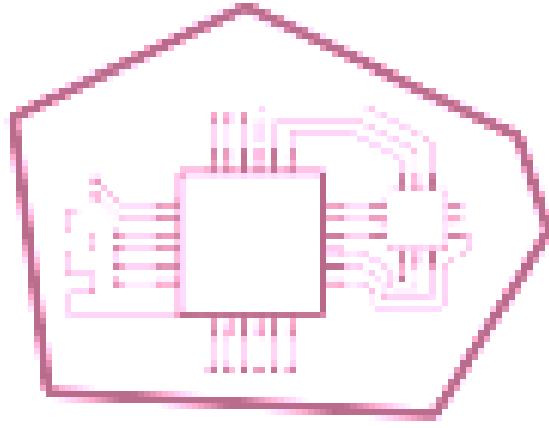


Detailed and customisable traffic analytics





Integrated software to go with beacon hardware



Firmware to optimise hardware performance



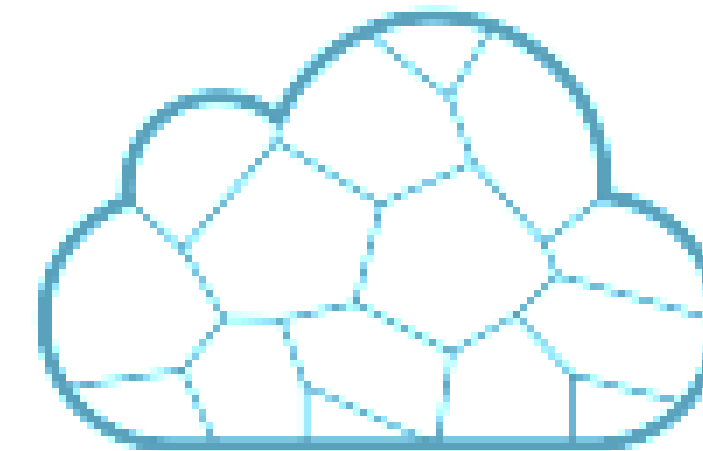
Cloud based management tools and solutions



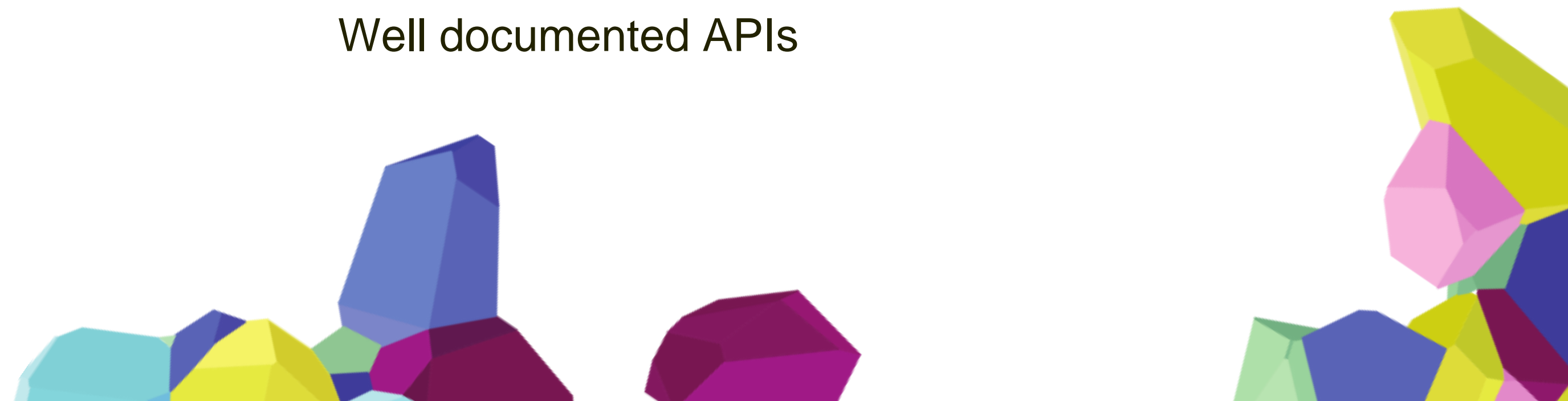
iOS & Android SDKs



Mobile apps for calibration, deployment & testing



Well documented APIs





thank you

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Estimote, Inc.
marta.kosmala@estimote.com

